

Digital Marketing & Social Media - B.S.

The Digital Marketing & Social Media bachelor's degree program — a joint degree offered through the College of Engineering & Design and the College of Business — develops students' understanding of consumer behavior, digital marketing and social media technology to attract, convert and retain customers. Through a solid foundation in the growing fields of marketing, technology and analytics, students gain a competitive advantage in the workplace upon graduation.

Courses cover integrated marketing communications, media planning and buying, email marketing, SEO, marketing research and analytics, and social media marketing. Some courses may offer professional certifications in digital marketing, social media management, and project management. Students are also introduced to visual design concepts and tools, data visualization, data analysis, spreadsheet design, web design, UI/UX design, content design, and content management systems. Industry-relevant tools and software are explored for content creation across video, digital, programmatic and social media platforms.

The program culminates in a capstone course where students complete a comprehensive experiential project that encompasses the skills they learned in this program.

Upon completion of the program, graduates are expected to:

- Collect and analyze data to evaluate the effectiveness of social media and digital marketing strategies.
- Analyze, evaluate and redesign existing digital marketing and/or social media strategies to optimize an organization's online presence.
- Provide data-driven solutions for the management of content in social media and online marketing campaigns.
- Communicate complex data sets to both technical and non-technical audiences.

This program takes an interdisciplinary approach and emphasizes a variety of experiential education opportunities as a means of gaining readily transferrable knowledge upon graduation tailored to student learning, interests and professional goals. Additionally, students may choose to use an additional 15 credits from their free electives based on advising and pre-planning.

An important component of the program's educational experience is the Arts & Sciences Core Experience. Graduates are expected to show competencies in higher-order thinking, communications, ethics, global diversity, responsible citizenship and leadership.

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A four-year program leading to the bachelor of science degree

Major Courses College of Business

ADVC1010	Marketing Communications	3
ADVC1021	Influencer Marketing	3
ADVC2001	Content Creation and Generative AI	3
ADVC2011	Media Buying and Planning	3
ADVC4050	Integrated Search Engine Marketing Campaigns	3
FIT1040	Spreadsheet Design for Business Solutions	3
MRKT1001	Marketing Foundations	3
MRKT2050	Market Research and Consumer Insights	3
MRKT3045	Social and Digital Media Marketing	3
MRKT3085	Marketing Analytics	3

Major Courses College of Engineering & Design

DMSM1001	Introduction to Digital/Social/Mobile Media	3
DMSM2025	Introduction to Data Visualization	3
DMSM2050	Spreadsheets for Data Analysis	3
DMSM4030	Senior Capstone	4
GDES1040	Foundations of Web Design	3
GDES1060	User Experience and Content Design I	3
GDES2050	Content Management Systems	3
GDES3050	Basics of Graphic Design	3
GDES3300	Design for Video I	3

Applied/Experiential Learning

Choose 6 credits from the following:		
BUS4799	College of Business Internship ^{1c}	
DEE3999	Directed Experiential Education ^D	
TECX4099	College of Engineering & Design Internship ^{1c}	

A&S Core Experience

Communications Foundations Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		6
Two ILS courses, one at the 2000 level, and one at the 4000 level (ILS2385 recommended)		
Arts and Humanities		6
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT, or REL		
Mathematics		6
MATH1020	Fundamentals of Algebra (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		3
One course from BIO, CHM, PHY or SCI		
Social Sciences		6
SOC1001	Sociology I	
One course from ANTH, ECON, GEND, LEAD, PSCI, PSYC, or RES		
A&S Electives		6
Two courses with an EASC attribute		
Free Electives		
15 credits selected from 1000-4999 numbered offerings within the university		15
Total Credits		121.0

^{1c}Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty advisor before scheduling internship and free elective credits.

^DDirected Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

Note: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math courses.

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses.

Internships will be available but they will not be required. For online students who do not wish to register for an internship, 3000+ level college discipline-specific courses can be taken in place of the internship.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international, domestic, and digital options for major, minor, free electives, experiential learning, and transferable courses. There are many affordable options for students during a semester, winter session, spring and/or summer breaks. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied, and some partners offer external scholarships. Premiere programs do not qualify for JWU scholarships or grants; however federal aid is available. Visit the study abroad website for information, program descriptions and online applications. Where will you go? Wherever you decide, make the best of your educational journey!